Learning Conversation Notes		
Name of Partner: SAFE KIDS Coalition	Date: December 2, 2004	
Number of Children Served: 187	Ages: 3 year olds - 57 30% 4 year olds - 130 70%	
When Served: July 2004 to Date	Gender: Males - 78 42% Females - 109 58% Ethnicity: White 106 57% Hispanic62 34% Black 5 3% Asian 2 1% Other 9 5%	

Conversation Participants: Jim Owens, Mark Beck, Nancy Baggett, Don Ferretti, Heidi Kolbe - Facilitator

Desired Outcomes:

- Children, parents and caregivers who participate in the programs will know how to prevent unintentional injuries.
- The Placer County SAFE KIDS Coalition membership will be expanded and become self-sufficient.
- A financial sustainability plan to augment First 5 funds will exist.

Performance Measures:

- Demographics (number of 0-5 served by gender, age, ethnicity, and when services were provided).
- Compare pre-post test data from Risk Watch programs to determine knowledge gained by gender, ethnicity and age.
- Training questionnaires will be completed by new teachers and demonstrate knowledge of training materials.
- Track SAFE KIDS Coalition meeting attendance by sign-in log.
- Track number of helmets and other safety devices distributed.
- An approved financial sustainability plan.

What is this data telling us about achievement of outcomes?

Teachers are really pushing the fire safety aspects of the course, as most children are not aware of the severity of fire injuries.

Accidental falls account for the highest number (39%) of non-fatal injuries in Placer County.

Children attending schools in the rural lower income areas don't seem to pick up the safety messages as quickly as other areas. This could be a life style issue. Basically, there is a need to focus on rural and underserved areas.

Coalition membership has expanded as a result of special events and focused topics

Originally First 5 funds accounted for 60% of the coalition income. Now it only accounts for 40%. They are making inroads into sustainable funding beyond First 5.

There have been 224 children pre-assessed in 10 schools since July 1st.

In what ways will we apply what we have learned from our data?

The coalition will take a closer look at how to prevent injuries from accidental falls as well as the other top preventable non-fatal injuries (struck by objects, poisoning, pedestrian safety) and develop strategies to proactively address this.

Help connect teachers to people in the community who can teach fire safety and injury prevention.

Develop relationships with other First 5 partners currently serving this population to expand the injury prevention message in underserved areas. Also, develop relationships with rural sheriff and fire protection personnel.

The coalition will discuss ways to upgrade the way the safety messages are communicated at schools in rural lower income areas.

Intentionally hold community events and focused topic presentations that will help to draw in new members.

Continue to hold fundraisers and apply for other grants to continue the trend of reducing the First 5 financial share of the program.

Their annual report will include the data from these conversations to help make the case for injury prevention and recruit new members.

Look at family oriented events so that the messages can be reinforced at home.

Share this data with the coalition when formulating their strategic plan.

Other points that were made during the conversation:

When Jim visits most school sites he is seeing children following the safety behaviors taught in the class such as wearing a safety helmet.

New members have joined the coalition – they will be involved in developing a strategic action plan for next year. There is a cyclical pattern: More members allow more activity – more activity helps to spread the messages and raise funds – more funds allows more activities which helps to get more members. It is on-going process.

There was great participation from Coast Guard Auxiliary at the water safety event

The annual golf tournament fundraising event raised \$10,000. This was the most successful one held so far.

100 car seats were distributed. Some were distributed at Babies R Us. 250 safety helmets (equestrian and bicycle) will be distributed in December 224 helmets will be distributed in January to all Head Start children

The coalition participated in 10 different fairs and informational events.

High visibility media events greatly increase awareness and the number of inquiries about the program.

Membership in the coalition isn't limited to just attending meetings but includes event participation and informally talking about the safety messages that are important for children and parents to hear.

The coalition events spark the participants' passion and gives them a meaningful part to play in injury prevention.

Next Steps:

We will meet again in May 2005.

They will be looking for contacts in the Lake Tahoe area, in particular at the ski resorts, First 5 partners, and at school sites, so that accident prevention classes can be taught there.

By the end of this contract Jim will look for more comparisons, correlations and variables in his data so that he can better identify trends and anticipate needs/opportunities.

Hold a coalition strategic planning meeting; implement a coalition membership drive and increase high visibility media events.

Continue to develop a financial sustainability plan.

Revamp the training questionnaire to get teacher feedback on the course material versus testing their knowledge.